



# USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/13 thru 03/19.

(prices in dollars per carton)

Fri. Mar 13, 2015

## SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		18.1% of 29,100 stores				21.5% of 29,100 stores				31.9% of 22,900 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA			211	1.13			182	2.04			1,830	2.01
	White 12 pack			254	2.15	42	3.99	279	2.23			250	2.27
	White 18 pack												
	Brown 12 pack												
	USDA GRADE A			1,642	1.82			1,013	1.52	190	1.96	980	1.54
	White 12 pack			166	2.21			899	2.08			360	2.34
	White 18 pack												
	Brown 12 pack							137	0.99				
SPECIALTY	USDA ORGANIC												
	White 12 pack									20	3.89		
	Brown 12 pack			192	3.58			343	4.48	20	5.78	1,500	4.03
	OMEGA-3												
	White 12 pack	340	2.61	1,004	2.55	25	3.15	2,389	2.32	60	2.64	920	2.62
	Brown 12 pack							67	3.99			210	3.85
	CAGE-FREE												
	White 12 pack			225	3.44			123	2.50				
	Brown 12 pack	22	2.99	238	3.39			562	2.87			430	3.44
	VEGETARIAN FED												
	White 12 pack			155	2.82			469	2.17	10	2.33	630	2.67
	Brown 12 pack	48	2.85	377	2.74	6	2.49	476	2.26			390	3.51

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		35.4% of 5,500 sampled outlets Activity Index = 2,175 (includes Medium)						13.2% of 7,400 sampled outlets Activity Index = 707 (includes Medium)						17.6% of 6,100 sampled outlets Activity Index = 1,031 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack																1.27 - 1.69      7      1.63			
	1.49 - 2.19      152      1.97																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.98 - 1.89      321      1.71						1.18 - 1.89      319      1.82						0.99 - 1.99      479      1.80			
	2.49 - 3.49      37      3.03				1.77 - 2.49      106      2.00															
	MEDIUM	White 12 pack White 30 pack			3.97      16      3.97			White 12 pack White 30 pack			1.38      24      1.38 3.67      214      3.67			White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC					3.49 - 3.99      181      3.54						3.49      2      3.49			3.49      1      3.49					
	White 12 pack Brown 12 pack																			
	OMEGA-3		2.50 - 3.29      290      2.61			2.50 - 2.99      736      2.74			2.29 - 3.29      50      2.63			1.99 - 2.66      85      2.00			1.99 - 2.16      55      2.08					
	White 12 pack Brown 12 pack																			
	CAGE-FREE		2.99      22      2.99			2.99      16      2.99						2.99      9      2.99 3.49      4      3.49			2.50 - 3.59      216      3.46 2.50      15      2.50					
	White 12 pack Brown 12 pack																			
	VEGETARIAN FED		2.00 - 2.99      48      2.85			2.50      135      2.50 2.00 - 2.99      373      2.70														
	White 12 pack Brown 12 pack																			
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		10.9% of 4,900 sampled outlets Activity Index = 555 (includes Medium)						14.3% of 3,800 sampled outlets Activity Index = 514 (includes Medium)						16.6% of 1,300 sampled outlets Activity Index = 196 (includes Medium)						
USDA GRADE AA	White 12 pack				0.99 - 1.27      58      1.09						0.99 - 1.27      77      1.00 1.89 - 3.49      81      2.54						1.27      69      1.27 1.89 - 2.09      21      1.94			
	White 12 pack				White 12 pack						2.04      5      2.04						White 12 pack			
	MEDIUM	White 12 pack						White 12 pack			2.04      5      2.04			White 12 pack						
USDA GRADE A	White 12 pack				1.50 - 1.89      274      1.85 1.88      23      1.88						1.89 - 2.29      181      1.91						1.79 - 1.89      61      1.89			
	White 12 pack White 30 pack				White 12 pack White 30 pack						2.50 - 3.00      12      2.75 2.99 - 4.49      24      3.93						White 12 pack White 30 pack			
S P E C I A L T Y	USDA ORGANIC											4.59      8      4.59								
	White 12 pack Brown 12 pack																			
	OMEGA-3		1.99 - 2.19      98      2.04			1.99      9      1.99			2.00      21      2.00											
	White 12 pack Brown 12 pack																			
	CAGE-FREE		3.49      86      3.49						3.49      117      3.49											
	White 12 pack Brown 12 pack																			
	VEGETARIAN FED																			
	White 12 pack Brown 12 pack																			

		ALASKA (AK)			HAWAII (HI)		
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)			0.0% of 100 sampled outlets Activity Index = 7 (includes Medium)		
CLASS		EXTRA LARGE			EXTRA LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack						
	White 18 pack						
	Brown 12 pack						
	MEDIUM	White 12 pack			White 12 pack		
USDA GRADE A	White 12 pack					1.89 - 4.77	7 3.12
	White 18 pack						
	Brown 12 pack						
	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack		
S P E C I A L T Y	USDA ORGANIC						
	White 12 pack						
	Brown 12 pack						
	OMEGA-3						
	White 12 pack						
	Brown 12 pack						
	CAGE-FREE						
	White 12 pack						
	VEGETARIAN FED						
	White 12 pack						
	Brown 12 pack						



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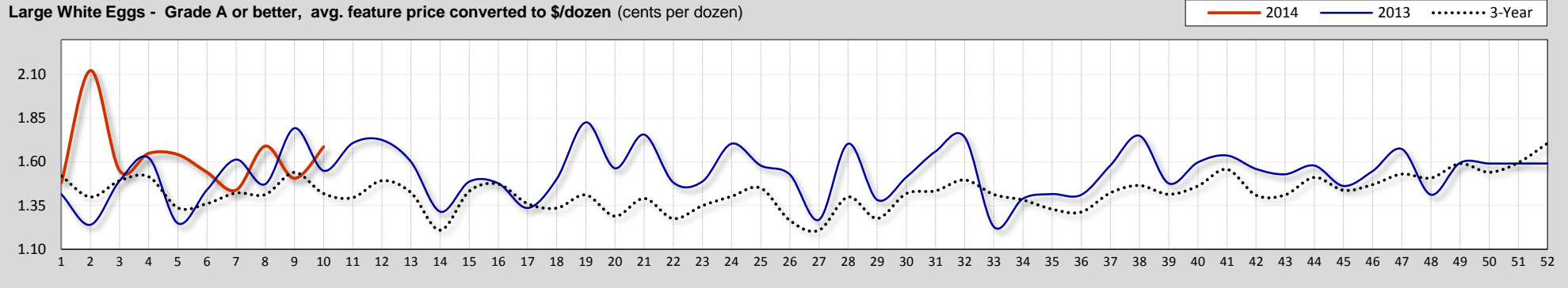
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(prices in dollars per carton)

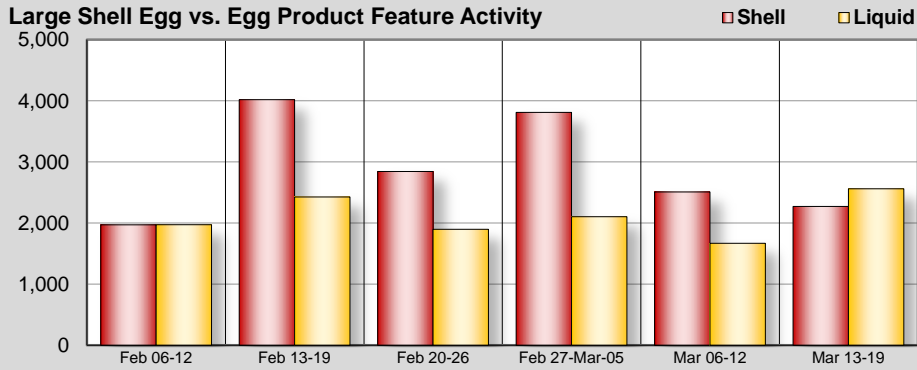
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	9.0%	5.2%	7.4%	15.7% of 5,500 sampled	21.9% of 7,400 sampled	0.9% of 6,100 sampled	1.8% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	2,562	1,670	2,160	Activity Index = 806	Activity Index = 1,616	Activity Index = 52	Activity Index = 88	Activity Index = 0	Activity Index = 0
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	1,827 2.29	1,603 2.76	1,550 2.31	2.50 - 2.99 648 2.76	2.00 - 4.06 1,113 2.03	2.00 - 2.50 52 2.15	2.29 14 2.29		
32 oz. crtn	735 4.24	67 4.99	350 4.66	3.99 - 5.49 158 5.16	3.99 - 5.49 503 3.99		3.99 74 3.99		
3 - 4 oz. cup			260 2.50						
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				0.0% of 100 sampled	6.2% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 0				
				Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>				
14-16 oz. crtn									
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

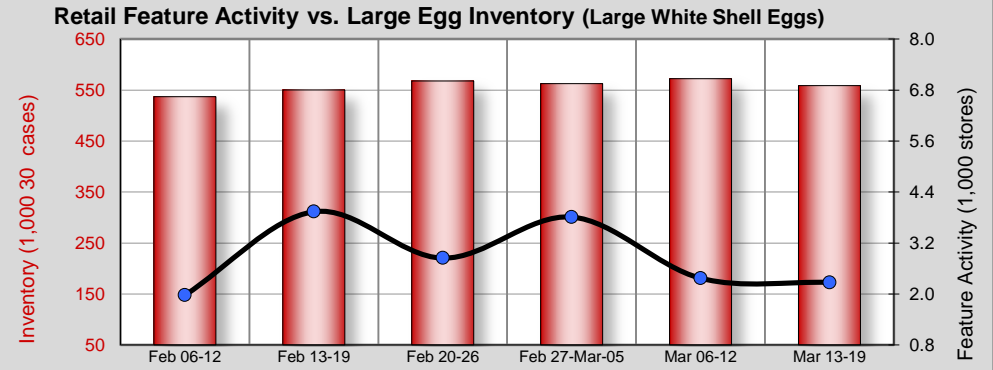
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.